

# **Call for Proposals Technology Transfer Division 2006 MBA Program**

## **Program Description**

The Los Alamos National Laboratory (LANL) Technology Transfer (TT) Division is proud to announce the “**Class of 2006**” Summer MBA Internship Program’s Call for Proposals. The MBA interns will arrive in May and spend 10–12 weeks assisting TT’s Technology Management Teams, Laboratory inventors, and regional entrepreneurs with a variety of high-tech business development and commercialization activities. This program places special emphasis on support of new businesses based on LANL technology and expertise.

This year’s MBA team represents a variety of top-ranked business schools including Babson College, New Mexico State University, San Diego State University, University of Pennsylvania, Wharton, and University of New Mexico.

Projects must be related to technology commercialization or business development, particularly start-up businesses in Northern New Mexico. MBA interns can help inventors, entrepreneurs, potential entrepreneurs answer important questions:

- How do I define the product or service that my technology can provide?
- Who are the potential customers for my technology or service?
- What benefits do these customers expect from my technology or service?
- How does my technology or service compare with similar products or services offered by potential competitors?
- What is the most feasible/profitable commercialization strategy for my technology or service?

**To apply for this assistance, please submit a competitive project proposal by COB Friday, April 21, 2006.**

The proposal must adhere to the following format and include all requested information. Proposals which do not follow the requested format or omit sections without explanation will be rejected.

## **Proposal Content**

1. A brief statement of the project’s affiliation with the Laboratory (i.e., LANL-developed technology, license to Lab technology, founded by Laboratory employees, no affiliation, etc.) Proposals with a demonstrated affiliation to the Laboratory and entities in Northern New Mexico will be considered first.

2. Detailed description of the project (e.g., help with identifying customers, evaluating various commercial applications, comparing an invention with existing solutions, identifying potential licensees or development partners, etc.).
3. Brief description of the technology, business idea, and/or the company. Technology information must include stage of development (idea, proof of concept, prototype, etc.), how the technology has been funded to date, and potential applications. Company information must include company size (in terms of annual sales), location, products and services, number of employees, and the date established, etc.
4. Intellectual property position (for LANL-affiliated projects list the patent number or the invention or copyright disclosure number).
5. Contact information. ***Please note: This activity requires commitment on the part of the proposal submitter, i.e., you must be available to meet and participate with interns and provide the information necessary to complete projects.***
  - Primary point of contact for this project
  - Short vitae for technology development team or, if business, management team.
  - Names of all inventors and relevant collaborators associated with this technology or project proposal (required for LANL-affiliated projects). Please include Name, Z#, Division and Group, Phone and E-Mail
6. A brief summary of any previous work completed on this project by TT Division or others (i.e., previous market assessments, MBA assistance, technology maturation, licenses or agreements).
7. Time constraints or important due dates for the project. (Why is the project essential at this time?)
8. Expected value to the technology management team, inventor, entrepreneur, or company?
9. Potential learning benefit for the intern?
10. List attached reference materials, e.g., invention disclosures or patents, relevant commercial literature, current business plan.

### **Selection Process and Evaluation Criteria**

Project selection is a competitive process. Proposals with an affiliation to the Laboratory will be evaluated first. Projects are selected by the MBA interns and are not assigned. This ensures that interns are excited and engaged in the

activity and thus derive a superior learning benefit. There is no guarantee of assistance through this program.

**Proposal Confidentiality**

LANL MBAs are required to sign a Non-Disclosure Agreement with the Laboratory that covers their activities in this program. However, if any part of your proposal is considered confidential or proprietary, it must be clearly marked as proprietary or confidential on each page of the proposal otherwise it may be considered public information.

**Proposal Length**

Proposals must not exceed five pages maximum, however relevant attachments (business plans, market assessments, patents, etc. are allowed.)

**Proposal Submission**

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**Technology Transfer Division Mission**

Technology Transfer (TT) Division serves as the conduit for Laboratory collaborations with private industry. In this capacity, TT promotes the commercialization of LANL technologies for the benefit of the nation and its citizens. Specific functions within TT include technology licensing, cooperative research and development agreements, and special assistance for employees interested in starting a business based on their LANL inventions. For more information about TT and the services, we offer see:  
<http://www.lanl.gov/partnerships/>.